



10 Takeaways from the 2023 National Member Survey

LEARNING AND IMPACT PROJECT



BGC CANADA

For over 120 years, BGC Canada (formerly Boys & Girls Clubs of Canada) has been creating opportunities for millions of Canadian kids and teens. As Canada's largest child and youth serving charitable and community services organization, our Clubs open their doors to young people of all ages and their families at 635 locations nationwide. During out-of-school hours in small and large cities, and rural and Indigenous communities, our trained staff and volunteers provide programs and services that help young people realize positive outcomes in self-expression, academics, healthy living, physical activity, job readiness, mental health, social development, leadership, and more. The vision of BGC is for all children and youth to discover and achieve their dreams and grow up to be healthy, successful, and active participants in society. Opportunity changes everything.

THE LEARNING AND IMPACT PROJECT

The purpose of the Learning and Impact Project is to prove and improve the impact of Clubs across Canada, individually and collectively, through evaluation. To evaluate the effectiveness of Clubs in achieving the impact they intend, BGC Canada has embarked on a multi-year project to build the capacity of Clubs to collect data on the effects of the Club experience on the lives of children and youth. In 2023, all Clubs were invited to participate in the second deployment of the member survey to Club members ages eight and older to measure impact in four domains: positive relationships, healthy living, lifelong learning, and leadership skills. The factors measured by the survey in each domain are:

POSITIVE RELATIONSHIPS

- Connection
- Belonging
- Conflict resolution
- Acceptance of self
- Acceptance of others

HEALTHY LIVING

- Choices
- Nutrition
- Physical activity
- Positive outlook
- Resilience

LIFELONG LEARNING

- School readiness
- Exploration
- Creativity
- Challenges
- Goal attainment

LEADERSHIP SKILLS

- Identity as a leader
- Influence
- Confidence
- Initiative
- Cooperation
- Self-regulation



2023 SURVEY STATS

6,796
respondents

77
BGC Clubs

Ages

8-10: 3,955

11-13: 1,686

14-16: 714

17-18: 213

19+: 115

1,783
respondents
identify as Black
or a person
of colour

840
Indigenous
respondents

Responses by Region

3,012
Western
AB, BC, MB, SK, YT

2,498
Central
ON & QC

1,217
Atlantic
NB, NL, NS, PE

Gender Identity

Boy/Man: 3,000

Girl/Woman: 3,043

Non-binary: 152

Two-Spirit: 70

Other: 133

INSIGHT #1

Clubs are having a remarkable impact

The national member survey provides a view of the remarkable effects of the Club experience on children and youth. When the data are analyzed from the perspective of the children and youth who participated in the survey through the lens of the presence or absence of impact, the percentage who reported experiencing a little, some, or a lot of change in their lives through Clubs is the following.

90% or more of respondents:

- have more people they like to spend time with.
- are better at helping out.
- are more excited to try new things.
- are more aware of the feelings of others.
- are more active physically.
- have greater confidence in their abilities.
- work better with others.
- are more comfortable being themselves.
- have a more positive influence on others.
- make better choices.

In all of these areas, Clubs are having a remarkable impact in the lives of children and youth.

% of respondents that reported impact* by factor



* respondents that reported a little, some, or a lot of impact

INSIGHT #2

Some areas of impact are greater than others

The intent of BGC Canada is to make a substantial impact on the lives of children and youth. Since the vision of BGC is for all children and youth to discover and achieve their dreams and grow up to be healthy, successful, and active participants in society, the kind of impact we are seeking to see in the survey responses is more than a little or some but rather it is a lot. When the responses of a lot are in focus, the following insights are revealed through the survey:

Nearly **half** of respondents reported that because of the Club, they are **A LOT**...



**better at
helping out**



**more excited to
try new things**



**more
physically
active**



**more
comfortable
being themselves**

INSIGHT #3

We have room for improvement

The survey revealed areas for consideration as needing attention or improvement. Among the most significant are the following:

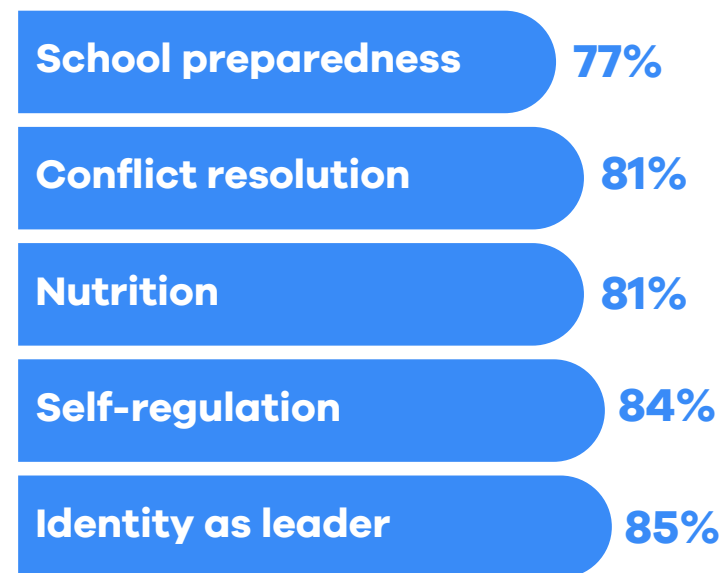
Less than **85%** of respondents reported any impact in:

- School readiness: 23% of respondents reported that they are not better prepared to do their schoolwork.
- Conflict resolution: 19% of respondents reported that they are not better at working through arguments with others.
- Nutrition: 19% of respondents reported that they don't know more about what kind of food is healthy for them to eat.
- Self-regulation: 16% of respondents reported they are not better able to calm down when they're upset.
- Identity as a leader: 16%* of respondents reported they are not more comfortable leading.

However, all of these items showed improvement in 2023 compared to 2022 (see Insight #4).

* the percentage of respondents that reported "Not at all" (16%) plus those who reported impact (85%) for identity as a leader is greater than 100% due to rounding.

% of respondents that reported impact** by factor



** respondents that reported a little, some, or a lot of impact

INSIGHT #4

There is some progress compared to the 2022 survey results

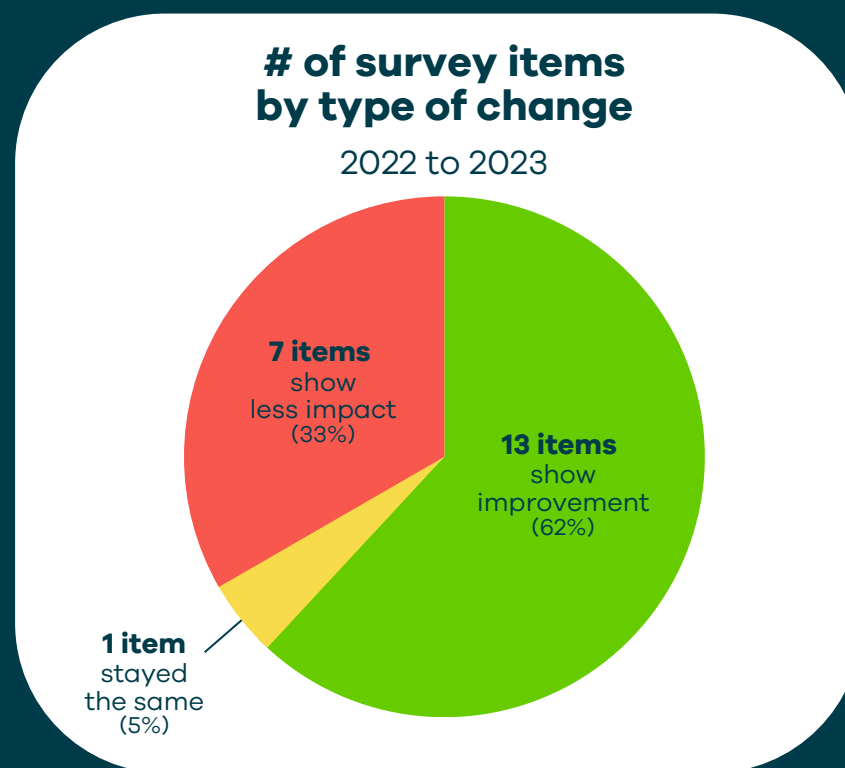
Comparing 2023 survey results to the 2022 member survey, the data reveal some areas of change. Given the increase in sample size (n = 5,774 in 2022 to 6,796 in 2023) and the more expansive engagement with children and youth through the survey, some of the change may be simply a consequence of greater participation from a wider range of children and youth. Implications from these changes should be made cautiously as a result.

The factors of greatest improvement are the following:

- Identity as a leader* (+.13 change in mean**)
- School readiness (+.08 change in mean)
- Connection (+.06 change in mean)
- Nutrition (+.05 change in mean)
- Conflict resolution (+.04 change in mean)
- Challenge (+.04 change in mean)

The factors of least improvement are the following:

- Cooperation (-.03 change in mean)
- Choices (-.03 change in mean)



* This item was changed from "I feel more like a leader" on the 2022 survey to "I am more comfortable leading" on the 2023 survey

**Mean scores were calculated by assigning a numerical value to response options (Not at all = 0, A little = 1, Some = 2, and A lot = 3), calculating the sum of responses, and dividing by the number of respondents for the item.

INSIGHT #5

Dosage matters when it comes to impact

On the 2023 member survey, respondents were asked how long they have been coming to the Club. Including this item allowed for exploration into how dosage influences impact.

All factors in the domains of positive relationships and leadership skills show more impact corresponding to more years attending a Club. (The one slight exception is a drop of .01 in the mean of self-regulation from 2-5 years to 5+ years.)

Three factors in the healthy living domain (choices, confidence, and resilience) show more impact with more years attending a Club. The two factors of nutrition and physical activity show less impact at more than 5 years than 2-5 years.

Three factors in the lifelong learning domain (school readiness, challenge, and goal attainment) show more impact with more years attending a Club. The factors of imagination and exploration do not reveal such progress with an increase of dosage. Impact in exploration drops over the years of involvement. Impact in imagination rises during the 2-5 year span and then returns to the same level at 5+ years as under 2 years.

Mean scores by domain and time attending Club

Positive Relationships Aggregate Mean



Healthy Living Aggregate Mean



Lifelong Learning Aggregate Mean



Leadership Skills Aggregate Mean



0 1.0 2.0 3.0

Mean scores were calculated by assigning a numerical value to response options (Not at all = 0, A little = 1, Some = 2, and A lot = 3), calculating the sum of responses, and dividing by the number of respondents for the item.

INSIGHT #6

Ages 11-13 report lower levels of impact while ages 14+ report the highest levels of impact

The reporting of lagging impact in the age range of 11-13 could be resulting from a variety of factors unrelated to the actual impact, like the influence of peer group on survey reflection or the early developmental stage of formal operational cognition. However, it is worth noting that the impression of young people of the impact of Clubs during the 11-13 years lags the impression of young people at other years of involvement.

Mean scores by domain and age group

Positive Relationships Aggregate Mean



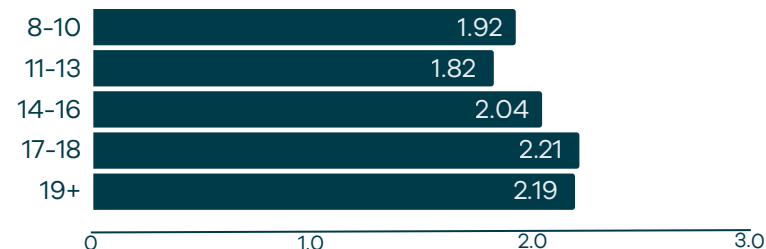
Healthy Living Aggregate Mean



Lifelong Learning Aggregate Mean



Leadership Skills Aggregate Mean



Mean scores were calculated by assigning a numerical value to response options (Not at all = 0, A little = 1, Some = 2, and A lot = 3), calculating the sum of responses, and dividing by the number of respondents for the item.

INSIGHT #7

Girls/women report greater impact than boys/men

Survey data reveal the perspectives among those identifying as a girl or woman is more positive toward the impact of Club than those identifying as a boy or man. The difference in perspective of impact holds true for all four domains.

INSIGHT #8

Gender-diverse youth report lower impact

In each of the domains, respondents that identify as Two-Spirit, non-binary, and respondents that chose to self-identify their gender using a text box report less impact from Clubs than those identifying as boy/man or girl/woman.

Mean scores by domain and gender identity

Positive Relationships Aggregate Mean



Healthy Living Aggregate Mean



Lifelong Learning Aggregate Mean



Leadership Skills Aggregate Mean



0 1.0 2.0 3.0

Mean scores were calculated by assigning a numerical value to response options (Not at all = 0, A little = 1, Some = 2, and A lot = 3), calculating the sum of responses, and dividing by the number of respondents for the item.

INSIGHT #9

Indigenous respondents report equal or greater impact in almost all areas

Among the members identifying as Indigenous, the impact reported is the same or stronger than the mean of all participants, including those who are unable to identify if they are Indigenous. The two exceptions are the items related to acceptance of others and healthy choices.

INSIGHT #10

Respondents that identify as black or a person of colour report higher levels of impact

In all domains, the level of impact reported by those identifying as black or person of colour exceeds the level of impact reported by those who do not.

Mean scores by domain and identity compared to overall

Positive Relationships Aggregate Mean



Healthy Living Aggregate Mean



Lifelong Learning Aggregate Mean



Leadership Skills Aggregate Mean



0 1.0 2.0 3.0

Mean scores were calculated by assigning a numerical value to response options (Not at all = 0, A little = 1, Some = 2, and A lot = 3), calculating the sum of responses, and dividing by the number of respondents for the item.

CONCLUSION

The national outcomes survey continues to be ground-breaking in its scale and scope. Rarely does a national movement mobilize itself to deploy a survey in 77 distinct organizations that share a cause and strategy, and then apply the learnings from the survey in creative and strategic ways to amplify the impact going forward.

The data from this survey reveals remarkable impact in children and youth across Canada. The data also demonstrate that populations of youth who are often excluded from opportunity are experiencing some of the most pronounced impact in their lives through the presence and diligence of Clubs.

BGC Clubs across Canada are having a significant impact. They are also learning and growing from the data as a learning movement. These habits of disciplined curiosity and reflection will serve the movement well as it strives to bring opportunity to children and youth across Canada.





ACKNOWLEDGEMENTS

BGC Clubs

BGC Canada would like to acknowledge the 77 Clubs across the country that participated in the 2023 National Member Survey. Thank you for your commitment to positive outcomes for the children and youth you serve.

Dialogues in Action

BGC Canada would also like to acknowledge our evaluation partner in the Learning and Impact Project. Thank you for guiding us in our work to prove and improve the impact of the Club experience.

